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Substitute for form 1449A/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)				Application Number	09/849,495
				Filing Date	May 4, 2001
				First Named Inventor	Denis KHOO et al.
				Art Unit	3622
				Examiner Name	Khanh H. LE
Sheet	1	of	3	Attorney Docket Number	6000-005-52

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. 21 (Priority)	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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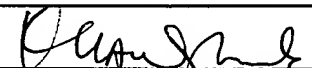
DONALD L. CHAMPAGNE  
PRIMARY EXAMINER

25 March 2007

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U. S. PATENT DOCUMENTS (con't.)					
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		Number-Kind Code <sup>2</sup> (if known)			
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Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>3</sup>
		Country Code <sup>2</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
		WO 9950778	10/7/1999	Slade		
		WO 0043892	7/27/2000	Galuten		
		WO 99/04561	1/28/1999	Alexander		
		WO 02/084502	10/24/2002	Cristofalo et al.		
Examiner Signature				Date Considered	3/19/07	

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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
ku		Masih, Rumi. "An empirical analysis of the demand for commercial television advertising," Applied Economics, 32, 2, 149(1), February 1999.	
ku		Balabanovc et al. "Fab: Content-Based, Collaborative Recommendation," Communications of the ACM, Vol. 40, No. 3, March 1997.	
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